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September 06

Greetings:

The **Home Sewing Association** (HSA) is pleased to welcome you to the third year of the exciting **Sew Trendy** program, a successful partnership between the **Family, Career and Community Leaders of America** (FCCLA) and HSA. HSA is a member driven trade organization representing every facet of the home sewing industry.

Education is a key priority for us and we are thrilled to promote sewing to young consumers through Sew Trendy. The program, launched in the 2004-2005 school year in select schools in Georgia, Illinois, New Jersey and Utah, expanded in its second year to include four additional states: Kentucky, Louisiana, Pennsylvania, and Wyoming. In our third year, we are pleased and delighted to welcome the states of Arizona, Iowa, Florida and New York. From feedback that we received through FCCLA state advisers, participants and faculty involved in our first two pilot years, we have gathered that they greatly enjoyed the program.

Sew Trendy boasts a semester-long sewing and design project in the areas of fashion and home décor. We invite you to visit our web site, www.sewtrendy.com, to learn about how HSA is reaching out to students and engaging them in an exciting stream of ongoing sewing projects.

Goals of the program include a positive and measurable outcome for an individual school or community in the form of new sewing enthusiasts, a successful extracurricular program, heightened awareness of school activities within the local community, increased support of schools by local businesses and programs, and possible beneficial coverage in local print and broadcast media. Benefits to participating students include the opportunity to engage in an absorbing day-to-day activity that demonstrates the importance of learning and perfecting a skill, the encouragement to use their creativity, and the reward of a finished product that receives local attention and support. These benefits support a heightened sense of self-esteem. Students participating in Sew Trendy will also be invited to participate in Job Shadowing/Career Development programs (where applicable) from our member companies.

Your FCCLA state adviser has indicated that your school/chapter is interested in joining Sew Trendy. Program participants will have the chance to showcase their projects during a Scholastic Style Show at the FCCLA state meeting or any approved state event in the Spring of 2007. HSA is in the process of soliciting prizes from our corporate membership for the show.

In this welcome packet please find a copy of the following:

- The Sew Trendy Project Manual
- Sew Trendy Judging Forms
- Sew Trendy Photo Release Form (which allows HSA to use pictures of students and their projects on our web site)

We are delighted to include you in the program and encourage you to contact us with any questions or suggestions.

With kindest regards,

Joyce Perhac
Executive Director

**Our commitment is to Get People Sewing!
by providing inspiration and education.**



Project Manual 2006-2007 School Year

1. OVERVIEW OF THE PROGRAM

Overview

Sew Trendy is a specialized program created under a unique and exclusive partnership between the **Home Sewing Association** (HSA) and the **Family, Career and Community Leaders of America** (FCCLA) and is intended to involve select high schools and their communities in a year long sewing and design project. The third year program in the 2006-2007 school year involves twelve select states: **Georgia, Illinois, New Jersey, and Utah** (2004-2005/Year 1); **Kentucky, Louisiana, Pennsylvania, and Wyoming** (2005-2006/Year 2); and **Arizona, Iowa, Florida and New York** (2006-2007/Year 3) with key participation from FCCLA national representative, Rhonda Paul.

In the 2006-2007 school year, students are invited to join and participate in the **Sew Trendy** program by FCCLA state advisers. Students are responsible for creating or embellishing a sewn item from either the fashion or home décor arenas. The individual submissions will be judged and awarded in a **Scholastic Style Show** in the Spring of 2007. There will be a select number of categories of submission based on students' skill and design levels and individual interests.

Goals and Objectives

- To engage students in the states participating in the **Sew Trendy** program, aim is to teach students about the art, importance, and enjoyable and rewarding nature of sewing
- To enhance the image of sewing as a compelling and dynamic life skill
- To involve communities in the **Sew Trendy** program by encouraging their support in the form of product donations and services and time. Local community leaders may be asked to serve as judges for the final competition, thus raising the profile of the school and the **Sew Trendy** program
- To produce a positive and measurable outcome for an individual school or community in the form of new sewing enthusiasts, a successful extracurricular program, heightened awareness of school activities within the local community, increased support of schools by local businesses and programs, and possible beneficial coverage in local print and broadcast media

Benefit to Students, Schools, and Communities

- Students are engaged in an absorbing day-to-day activity that demonstrates the importance of learning and perfecting a skill, the encouragement to use their creativity, and the reward of a finished product that receives local attention and support
- Students benefit from increased self-esteem
- Schools enjoy increased support via an ongoing sewing program for students
- Community businesses and leaders are invited to support and participate in the program in a variety of ways, thus nurturing stronger affiliations among the school and its environs

2. CONCEPT AND STRUCTURE OF FASHION SHOWS

We suggest a recommended format for the individual school's ease of use in working within the program and developing and implementing a Scholastic Style Show.

Recommended Format of Scholastic Style Shows

Since the shows are designed to present and showcase student's apparel and home décor designs, we recommend that there be two formats of presentation which are flexible to accommodate schools/states.

Display

Items that can be displayed, in particular home décor and accessories, be arranged on tables with small placards or note cards with the student's name and other pertinent info for viewing by the audience prior to a live show.

Live Runway

Items that can be modeled by the students can be showcased in a live "runway" or stage presentation set to music and emceed by a school official.

It's recommended that judging take place prior to the Scholastic Style Show for ease of presentation and announcement of winners.

The HSA will compile a short multi-media presentation to introduce the program to students. The presentation will review the Sew Trendy program and introduce the HSA and its mission. It will also include footage of HSA's successes and include shots of celebrities and other luminaries who sew, thus amplifying the message that sewing is an aspiration and a savvy skill to learn and use.

Suggested Format of the Scholastic Style Show

- Judging (day of or day prior)
- Viewing of Displayed Items
- Video Presentation
- Live Runway Show
- Announcement of Winners
- Reception

3. RESOURCES FOR STUDENTS AND FACULTY

The Home Sewing Association (HSA) endeavors to serve as a key resource for students and faculty by providing the following:

Home Sewing Association (HSA) and American Sewing Guild (ASG) Support

Where applicable, the HSA will match schools with member companies and ASG chapters in the community to assist in the development of the program, provide physical resources and lend technical support. This will vary between communities based on the appropriate location and allocation of resources.

The HSA will continue to solicit and report to corporate members and sewing organizations within your local community and will apprise the state advisers throughout the year with regard to local support.

Sew Trendy Web Site

The HSA maintains the **Sew Trendy** (www.sewtrendy.com) web site for the use of students, teachers, faculty members and media.

4. THE SEW TRENDY COMPETITION

There will be four categories in which students will be permitted to submit designs:

Original Items

These will be unique and original designs submitted by students. Students will be responsible for the concept of the garment or accessory, the sewing of the item and the final details. They will be judged on creativity, construction and execution. A formalized judging form will be created to assist the judges in evaluating the submissions.

Denim Redux

Students will be invited to embellish and redress a denim garment that they already own or purchase. Students will be responsible for decorating or remaking the garment. They will be judged on creativity and execution.

Home Décor

These will be unique and original designs submitted by students. Students will be responsible for the concept of the item, the sewing of the item and the final details. They will be judged on creativity, construction and execution. A formalized judging form will be created to assist the judges in evaluating the submissions.

Accessories

Students will be invited to create a unique and/or original accessory design. Students will be responsible for the concept of the accessory, the sewing of the item and the final details. They will be judged on creativity, construction and execution. A formalized judging form will be created to assist the judges in evaluating the submissions.

Judges

The judging panel will be comprised of school officials and, where applicable, local press, HSA/ASG members and community officials. Obviously, the panels will vary from school to school.

Awards

There will be awards given in all four categories.

Prizes are being determined with HSA corporate members and we will provide updates as necessary.

5. PUBLIC RELATIONS OPPORTUNITIES

The HSA will spearhead all promotional efforts on a local basis. This will include, but not be limited to, press releases, media advisories, invitations to press to serve as local judges (where applicable and appropriate) and other outreach efforts on a regional basis.

Sew Trendy Program Contacts:

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Accessories

These will be unique and original designs submitted by students. Students will be responsible for the concept of the item, the sewing of the item and the final details. They will be judged on creativity, construction and execution. A formalized judging form will be created to assist the judges in evaluating the submissions.

Eligibility

1. Each chapter may enter a maximum of four (4) entries in each division and one entry per person.
2. Participation is open to any affiliated FCCLA member.

Event Categories

A. Junior: Grades 6-9 B. Senior: Grades 10-12 C. Senior Occupational: Grades 10-12

Regulations

1. Each participant may select a commercial pattern or create a design to develop a project.
2. Projects must be constructed by the participant.
3. A typewritten 4-by-6 inch index card must be attached to the front of the project. The card must contain the following information: event category, participant's name, school name and design element included.
4. Each participant must submit his/her project during the registration period at the beginning of the conference.
5. Each participant must develop a three (3)-to-five (5) minute presentation for the project evaluators. This oral presentation should include: pattern/design selection, fabric content/selection, notion selection, construction techniques, technology used and any other pertinent details.
6. Each participant is required to display his/her project during a designated session at the State Leadership Conference or any approved state event. Display is required and is part of the rating for the event. The following applies to the display component:
 - A. Each participant will be assigned a designated display area to showcase his/her project to evaluators. Lighting, music and any other setting elements you would like to accentuate your project must be provided on your own.

Oral Presentation

The oral presentation may not exceed 5 minutes and is delivered to evaluators. The presentation should be organized to include the highlights of the designs and creation of the accessory item(s). Students will be judged on the following elements.

- Materials Used: explain the selection process for pattern, fabrics, notions and function
- Construction Techniques: describe specific techniques that were employed in making the accessory piece(s)
- Technology: explain what specific technology was used in the creation of the accessory item(s)
- Details: identify special techniques/skills and embellishments that made the piece(s) unique
- Presentation: proper speech and body language. Provide clear and concise answers to questions.

**Evaluation Form
State Individual Event**

Accessories



Name _____

School _____

Check One Event Category: _____ Junior _____ Senior _____ Occupational
Check One Level: _____ Beginner _____ Intermediate _____ Advanced

Write the appropriate rating under the **SCORE** column. Points given may range between 0 and maximum number indicated. Where information is missing, assign a 0. Total the points and enter under **TOTAL SCORE**.

Evaluation Criteria	Poor	Fair	Good	Very Good	Excellent	Score	Comments
Accessories Evaluation							
Fabric selection	0-1	2	3	4	5		
Notion selection	0-1	2	3	4	5		
Creative and effective details and embellishments	0-2	3-4	5-6	7-8	9-10		
Appropriate design done to ensure proper use	0-2	3-4	5-6	7-8	9-10		
Functionality	0-2	3-4	5-6	7-8	9-10		
Overall quality of construction	0-3	4-6	7-9	10-12	13-15		
Level of difficulty	0-3	4-6	7-9	10-12	13-15		
Project is suitable to participant/event divisions	0-1	2	3	4	5		
Creativity	0-2	3-4	5-6	7-8	9-10		
Oral Presentation							
Participant poised with a clear and concise presentation about the décor piece and its construction	0-1	2	3	4	5		
Knowledgeable response to evaluator's questions	0-2	3-4	5-6	7-8	9-10		
Total Possible Points: 100						TOTAL SCORE	

Verification of Total Score

Evaluator's Initials _____
Lead Consultant _____
Final Verification _____

Circle Rating Achieved

Gold: 90-100

Silver: 75-89

Bronze: 60-74



DENIM REDUX

Students will be invited to embellish and redress a denim garment that they already own or purchase. Students will be responsible for decorating or remaking the garment. They will be judged on creativity and execution.

Eligibility

1. Each chapter may enter a maximum of four (4) entries in each division and one entry per person.
2. Participation is open to any affiliated FCCLA member.

Event Category

A. Junior: Grades 6-9

B. Senior: Grades 10-12

C. Occupational: Grades 10-12

Regulations

1. Each participant may select a commercial pattern or create a design to develop a project.
2. Projects **MUST** be constructed by the participant.
3. Students will be required to focus their project on the recycling of an object(s). The item to recycle every year will change.
4. Participants may creatively use additional fabrics, trims, ribbon, binding, buttons, fabric paints, appliques and other appropriate notions in the completion and decoration of their project. The recycled item must be the primary fabric source. Additional fabrics may not exceed 1 yard total, excluding notions and trims.
5. The project must be submitted during the chapter registration at the State Leadership Conference or any approved state event with a typed 4 x 6 inch index card pinned to the front of the project containing the following information: name of participant, school/chapter name, event category and a brief description of the project.
6. Participants will be required to make a 3 to 5 minute oral presentation to discuss construction techniques, design development, machine and hand sewing techniques, etc.
7. After the judging process has been completed, the projects will be displayed. Each entry must be claimed and removed at the designated time and place.

File Folder

Participant will submit one letter size file folder containing three identical sets, with each set stapled separately, of the items listed below at registration. The file folder must be labeled on the extension tab as follows: participant's name, chapter/school name and event category.

- Project Identification Page: One 8 ½ x 11 page of plain paper. Participant must include name(s), school/chapter name, event category and size/brand of garment.
- Planning Process Sheet: Each step that was used to plan and implement the project.
- Photograph: photo of recycled item before applying the new design.
- Budget: Itemized list of materials and costs.

Oral Presentation

The oral presentation may not exceed 5 minutes and is delivered to evaluators. The presentation should be organized to include the highlights of the design and creation of the project.

- Materials Used: explain the selection process for pattern, fabrics and notions
- Construction Techniques: describe specific techniques that were employed in making the garment
- Technology: explain what specific technology was used in the creation of the garment
- Details: identify special techniques/skills and embellishments that made the garment unique
- Presentation: proper speech and body language. Provide clear and concise answers to questions.

Evaluation Form
State Individual Event

Denim Redux



Name _____

School _____

Check One Event Category: _____ Junior _____ Senior _____ Occupational
Check One Level: _____ Beginner _____ Intermediate _____ Advanced

Write the appropriate rating under the **SCORE** column. Points given may range between 0 and maximum number indicated. Where information is missing, assign a 0. Total the points and enter under **TOTAL SCORE**.

Evaluation Criteria	Poor	Fair	Good	Very Good	Excellent	Score	Comments
Project Evaluation							
Imaginative design and innovative use of recycled materials	0-4	5-8	9-12	13-16	17-20		
Creative and effective use of notions	0-2	3-4	5-6	7-8	9-10		
Challenge and difficulty of design and construction	0-3	4-6	7-9	10-12	13-15		
Overall quality of construction - neat and finished seams and edges, sharp corners and edges.	0-4	5-8	9-12	13-16	17-20		
Cost effective	0-1	2	3	4	5		
Required information 4 x 6 inch index card Complete planning process Before photo Itemized costs	0-3	4-6	7-9	10-12	13-15		
Oral Presentation							
Participant poised with a clear and concise presentation about the project and its construction	0-1	2	3	4	5		
Knowledgeable response to evaluator's questions	0-2	3-4	5-6	7-8	9-10		
Total Possible Points: 100						TOTAL SCORE	

Verification of Total Score

Evaluator's Initials _____
Lead Consultant _____
Final Verification _____

Circle Rating Achieved

Gold: 90-100

Silver: 75-89

Bronze: 60-74



Home Décor

These will be unique and original designs submitted by students. Students will be responsible for the concept of the item, the sewing of the item and the final details. They will be judged on creativity, construction and execution. A formalized judging form will be created to assist the judges in evaluating the submissions.

Eligibility

1. Each chapter may enter a maximum of four (4) entries in each division and one entry per person.
2. Participation is open to any affiliated FCCLA member.

Event Categories

A. Junior: Grades 6-9

B. Senior: Grades 10-12

C. Senior Occupational: Grades 10-12

Regulations

1. The participant will plan, design, model and create his/her version of a themed room design. Please note that quilts will be judged as a stand-alone category and may be separated into two criteria: wall hangings and bed coverings.
2. The participant must create a plan for color, texture and furnishings that will hold the room together. These elements will be displayed in a formal table top design or storyboard not to exceed 30" d x 48" w x 48" h. Additionally the students will have to create one design element from their room design – curtain/drapes, throw pillows, rugs, etc.
3. A typewritten 4-by-6 inch index card must be attached to the front of the project. The card must contain the following information: event category, participant's name, school name and design element included.
4. Each participant must submit his/her project during the registration period at the beginning of the conference.
5. Each participant must develop a three (3)-to-five (5) minute presentation for the project evaluators. This oral presentation should include: pattern/design selection, fabric content/selection, notion selection, construction techniques, technology used and any other pertinent details.
6. Each participant is required to display his/her project during a designated session at the State Leadership Conference or approved state event. Display is required and is part of the rating for the event. The following applies to the display component:
 - A. Each participant will be assigned a designated display area to showcase his/her project to evaluators. Lighting, music and any other setting elements you would like to accentuate your project must be provided on your own.

Oral Presentation

The oral presentation may not exceed 5 minutes and is delivered to evaluators. The presentation should be organized to include the highlights of the designs and creation of the home décor items. Students will be judged on the following elements.

- Materials Used: explain the selection process for pattern, fabrics, notions and function
- Construction Techniques: describe specific techniques that were employed in making the home décor pieces
- Technology: explain what specific technology was used in the creation of the home décor items
- Details: identify special techniques/skills and embellishments that made the pieces unique
- Presentation: proper speech and body language. Provide clear and concise answers to questions.

Evaluation Form
State Individual Event

Home Décor



Name _____

School _____

Check One Event Category: _____ Junior _____ Senior _____ Occupational
Check One Level: _____ Beginner _____ Intermediate _____ Advanced

Write the appropriate rating under the **SCORE** column. Points given may range between 0 and maximum number indicated. Where information is missing, assign a 0. Total the points and enter under **TOTAL SCORE**.

Evaluation Criteria	Poor	Fair	Good	Very Good	Excellent	Score	Comments
Home Décor Evaluation							
Fabric selection	0-1	2	3	4	5		
Notion selection	0-1	2	3	4	5		
Creative and effective details and embellishments	0-2	3-4	5-6	7-8	9-10		
Appropriate design done to ensure proper use	0-1	2	3	4	5		
Functionality	0-1	2	3	4	5		
Formal design and story board	0-2	3-4	5-6	7-8	9-10		
Overall quality of construction	0-3	4-6	7-9	10-12	13-15		
Level of difficulty	0-3	4-6	7-9	10-12	13-15		
Project is suitable to participant/event divisions	0-1	2	3	4	5		
Creativity	0-2	3-4	5-6	7-8	9-10		
Oral Presentation							
Participant poised with a clear and concise presentation about the décor piece and its construction	0-1	2	3	4	5		
Knowledgeable response to evaluator's questions	0-2	3-4	5-6	7-8	9-10		
Total Possible Points: 100						TOTAL SCORE	

Verification of Total Score

Evaluator's Initials _____
Lead Consultant _____
Final Verification _____

Circle Rating Achieved

Gold: 90-100

Silver: 75-89

Bronze: 60-74



ORIGINAL ITEMS

These will be unique and original designs submitted by students. Students will be responsible for the concept of the garment or accessory, the sewing of the item and the final details. They will be judged on creativity, construction and execution. A formalized judging form will be created to assist the judges in evaluating the submissions.

Eligibility

1. Each chapter may enter a maximum of four (4) entries in each division and one entry per person.
2. Participation is open to any affiliated FCCLA member.

Event Categories

- A. Junior: Grades 6-9 B. Senior: Grades 10-12 C. Senior Occupational: Grades 10-12

Regulations

1. Each participant must select one of the following fashion divisions to compete in for this event:
 - A. Business attire – dresses, suits, blazers, etc.
 - B. Evening wear – gowns, after-five outfits, etc.
 - C. Sportswear – slacks, dresses, short sets, sweatsuits

NOTE: No lingerie, swimsuits, or wedding gowns will be accepted. Ready-to-wear jeans may not be a part of the total outfit.

2. The participant must construct the garments. Use of commercial patterns is permissible.
3. A typewritten 4-by-6 inch index card must be attached to the front of the garment. The card must contain the following information: event category, participant's name, school name and fashion division of garment: business attire, evening wear, or sportswear.
4. Each participant must submit his/her garment on a hanger during the registration period at the beginning of the conference.
5. Each participant must develop a three (3)-to-five (5) minute presentation for the garment evaluators. This oral presentation should include: pattern/design selection, fabric content/selection, notion selection, construction techniques, technology used and any other pertinent details.

The garment shall be worn by the participant for the evaluators at this time.

6. Each participant is required to model his/her garment during a designated session at the State Leadership Conference (SLC) or any approved state event. Modeling is optional and is not part of the rating for the event. The following applies to the modeling component:
 - A. Modeling time shall not be less than thirty (30) seconds nor exceed one (1) minute. Contemporary music will be provided for the modeling presentation.
 - B. Models may attend a Fashion Design Modeling Workshop during the SLC prior to the Fashion Show.

Oral Presentation

The oral presentation may not exceed 5 minutes and is delivered to evaluators. The presentation should be organized to include the highlights of the design and creation of a garment. Students will be judged on the following elements.

- Materials Used: explain the selection process for pattern, fabrics and notions
- Construction Techniques: describe specific techniques that were employed in making the garments
- Technology: explain what specific technology was used in the creation of the garment
- Details: identify special techniques/skills and embellishments that made the garment unique
- Presentation: proper speech and body language. Provide clear and concise answers to questions.



Name _____

School _____

Check One Fashion Division: _____ Business _____ Evening Wear _____ Sportswear
Check One Level: _____ Beginner _____ Intermediate _____ Advanced

Write the appropriate rating under the **SCORE** column. Points given may range between 0 and maximum number indicated. Where information is missing, assign a 0. Total the points and enter under **TOTAL SCORE**.

Evaluation Criteria	Poor	Fair	Good	Very Good	Excellent	Score	Comments
Garment Evaluation							
Fabric and notion selection	0-1	2	3	4	5		
Pressing techniques	0-1	2	3	4	5		
Garment hangs correctly; cut on grain; flat and smooth	0-2	3-4	5-6	7-8	9-10		
Appropriate alterations done to ensure proper fit	0-2	3-4	5-6	7-8	9-10		
Closures – neat and secure	0-1	2	3	4	5		
Hemlines even; hem inconspicuous	0-2	3-4	5-6	7-8	9-10		
Overall quality of construction	0-3	4-6	7-9	10-12	13-15		
Level of difficulty	0-3	4-6	7-9	10-12	13-15		
Style is suitable to participant/event divisions	0-1	2	3	4	5		
Creativity	0-1	2	3	4	5		
Oral Presentation							
Participant poised with a clear and concise presentation about the garment and its construction	0-1	2	3	4	5		
Knowledgeable response to evaluator's questions	0-2	3-4	5-6	7-8	9-10		
Total Possible Points: 100						TOTAL SCORE	

Verification of Total Score

Evaluator's Initials _____
Lead Consultant _____
Final Verification _____

Circle Rating Achieved

Gold: 90-100

Silver: 75-89

Bronze: 60-74



Sew Trendy Fall 2006/Spring 2007

PHOTO RELEASE FORM

Your state FCCLA organization and the Sew Trendy program, under the auspices of the Home Sewing Association, have permission to publish a picture of _____(Name) in materials such as conference programs or on the Sew Trendy Website (www.sewtrendy.com).

Parent/Guardian Signature

Date

Student Signature

Date

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